

Making Child Care Accessible for All

CCA of WA's work is centered on providing vital resources and information in service of accessible, quality child care for all families. As we enter our 36th year, CCA of WA is embarking on an exciting new chapter for the organization. We have engaged in deep reflection of our strengths and our unique position in the child care ecosystem to reimagine our priorities and increase our impact over the next three years.



Vision Statement

All Washington children experience high quality, racially equitable early care and education opportunities that empower them to dream and flourish.

Mission Statement

Child Care Aware of Washington is our state's most thorough and accessible source of information and support in early care and education (birth to 12 years).

We work alongside families, child care providers, caregivers, and communities to meet the diverse and specialized learning needs of every child in our state. We use data and story to influence policy makers, system leaders and our partners to ensure every child in Washington has equitable access to quality learning experiences.

Big Focus

Guided by our 2024-2027 strategic plan, we will focus on developing additional investments in our state and integrating equity across all facets of our work. Leveraging our unique connections to families and providers and our partnerships with agencies that serve them, we will expand and strengthen collaboration and convening with all those who share our vision of accessible, quality child care for all.





1 Represent, Support, and Reflect the Evolving Needs of All Families and Providers

- Reinforce the early care and education system to more effectively serve all children and families across Washington.
- Build capacity and competency of licensed providers and family, friend, and neighbor caregivers.
- Support families in addressing persistent and emerging barriers to child care.



2 Elevate CCA of WA's Role in the Child Care Mixed Delivery System by Leveraging Our Statewide Partner Network

- Increase support and engagement with our six regional partners.
- Ensure continuity and growth for current and future leaders.
- Strengthen and align our collective values and equity practices.



3 Build on Policy Achievements to Mobilize, Support, and Influence Policy

- Amplify the voices of families and providers in advocacy efforts.
- Support living wages for providers and expanded affordability for middle-income families.
- Expand relationships with elected officials at the state and federal levels.
- Advocate for more resources to make quality child care affordable and available to all.
- Highlight child care as a key driver of the economic engine.



4 Lead Efforts to Expand Philanthropic, Government, and Private Investment in High Quality and Accessible Child Care

- Expand private multi-year funding to invest in promising practices and programs.
- Invest in pilot projects that address barriers to child care experienced in multiple regions.
- Build partnerships that allow the state's child care system to lead the nation in innovation and access.